



BUILDING A CAREER



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HOW TO TRAVEL THE GOLDEN PATHWAY

BROCHURES ISSUED
TO MEMBERS ONLY

SUBJECT:

BUILDING A CAREER

SPONSOR

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*In collaboration with the
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WHAT IS A BUSINESS MAN?

The term "Business Man" is vague, and, while most people would say off-hand that they knew its meaning, they might find some difficulty if pressed to explain.

In the most restricted meaning of the words a "Business man" is one who conducts some business of his *own*. It may be in trade—buying and selling goods—or it may be in industry—the making of goods. Or it may be in the provision of services such as road transport stock-broking, or window-cleaning. So long as the business belongs to him, and depends on his ability and his enterprise for its success, he is a business man in this narrower meaning of the word.

He may show his ability mainly in the discrete and careful choice of men and women to work under him. The bigger the business the more necessary is it that he delegate more and more responsibility to his assistants. But the main responsibility is his. He is what is called an "entrepreneur"—a French word which we use instead of the English equivalent, "undertaker", for very obvious reasons.

"Entrepreneur" comes from the same root as "enterprise". A man who conducts his own business must have enterprise, and his rewards will usually be in proportion to his enterprise.

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But in the wider sense of the words every man is a business man, and every woman is a business woman. We all have some business of our own in life, some work to do, something to sell, or offer, and something to buy, or accept in exchange. Even the housewife has to be a business woman when she goes shopping, or balances the household accounts. Even professional men like university dons and doctors, who delight in being unbusinesslike, and would often shudder at the mere mention of the word "business", *are* business men in this wider sense of the word.

They spent years building up a big stock of knowledge; they still add to this stock, and they sell their knowledge and experience.

Similarly with the great army of men in responsible positions in the big firms which are characteristic of to-day—the banks, and insurance companies, and the big industrial organizations which make and market their own goods.

All these men have something to offer—skill, experience, effort of brain or muscle. They get in exchange their salaries, and the satisfaction of work well done. They are all business men in the wider sense of the word, whether they work for others or pay others to work for them. They all buy and sell—at a profit.

This sounds simple: to buy something in one market and sell it in another at a profit. It is simple—if you know how. But finding out *How* may mean many years of study, many years of trial and error, and many disappointments to overcome.

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If the only luggage you have for this life-journey consists of hopes you will not get very far. But add mental efficiency, a willingness to learn, and a readiness to sacrifice some immediate pleasure for future profit, and you have all that is necessary for the longest journey.

False starts are a waste of time, and make the journey harder. Every year should mean twelve months of valuable experience, to be usefully applied to the tasks and problems of the succeeding year.

"How can I profit by experience?" is a question for daily consideration. No use to wait until years have been wasted in an occupation that is uncongenial; this question must be answered at the outset of a career.

The highest posts in commercial life are obtained by the men who think, who are mentally efficient, who understand their work, who are always preparing for further advancement. A life planned out on these lines is never dull—there is always the exultant feeling of success. There is even plenty of time for recreation, which is sweeter for the thought that the right to play has been earned.

Ambition is latent in everyone; but it needs guidance to become effective.

Phrases like "Expert Knowledge", "Business Training", "Mental Efficiency" and "Specialization" are rather bewildering to the young dreamer, but he must master them, and acquire the benefits implied if he is to succeed.

When you are starting a career everything is new, and probably fascinating. You have left school discipline behind, and you want to test your powers. You want to prove things for yourself instead of listening to the advice of older people.

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Splendid days ! But do not waste them. Choose carefully what you will do with your life. Once you have chosen, the days will slip away, and every day uselessly spent is gone for ever.

The novelty of earning money soon wears off. When a young man has taken the measure of his immediate duties he must begin to think about fitting himself for the next task which may be given to him. He must devote part of his leisure to this preparation. Otherwise he will begin to feel discontented. Discontent is the result of unoccupied intelligence ; it destroys ideals and robs life of pleasure. While every wise young man or woman will devote some time to healthy sports and pastimes, he or she will remember that time is money, and will "invest" some of the wealth of leisure hours to give a dividend in the future.

This brochure will illuminate some of the aspects of business or professional life. Rather than interfering with your present studies it will encourage them, for you will be helped to appreciate the value of such studies, and encouraged to pursue them with a keener zest.

After your reading of it, and after puzzling out the answers to the questions for yourself, as you are meant to do, you will feel more confident of your powers. Your aims and ambitions will have a definite impulse, founded on the thought that you know the way to your goal, and that you can combat any difficulties you are likely to encounter.

You are advised to discuss the subjects of the questions with your friends or your parents. In this way you will grow accustomed to hearing different points of view expressed, to weighing the value of different opinions, and to forming reasonable and considered opinions of your own.

Do not allow yourself even to pretend to understand the word "Bored." A man has no right to be uninterested in the work he has accepted wages to do. However uninteresting your work may be, keep at it ; be determined to discover some interesting points ; discover some channel arising out of it that will enhance its value—*and your own.*

Great reputations are built up on small things. Continuous triumph over small difficulties fits you to conquer the big ones, builds up your confidence, causes you to feel that, given a chance, you will be a success. With these views firmly implanted and acted upon, you *will* get your chance.

Men do not start on equal terms in the matter of opportunities. Some are entered as apprentices to a particular trade, in which a relation may have influence. Some enter a business in which their parents may have an interest. But these advantages will avail them nothing unless their conduct reflects the views set forth here.

The youngest student of history cannot fail to have noticed that some of the greatest men in all walks of life achieved their success without family influence or material advantages, simply by dogged perseverance. Determined to make progress, they did everything to the best of their ability, and so advanced step by step until their employers recognized their true merit.

Now with regard to the obligations of the master to the servant there are a few small differences, but while it is the duty of the one to serve, it is the duty of the other to give due reward for services.

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SERVICE

Life is full of obligations, and on the way they are fulfilled and your own attitude towards them depends your success.

The fulfilment of obligations entered into is the key to supremacy in commerce and warfare. All commercial relations are based on the implied understanding that agreements will be carried out, supported in the extreme case by legal assistance. If therefore a proper man enters into an agreement with another, he will carry out that agreement, not because he can be forced to do so, but because if he fails, his good name, his reputation and business standing will be tarnished by his failure, and all men will be chary of doing business with him.

If a man breaks his agreements his training has failed to teach him a proper comprehension of the penalties, of the need for fair dealing, and of the qualities of character that enable a man to conduct his affairs in a straightforward manner.

It is so easy to shoulder off unpleasant duties and obligations when young, but remember every time you shirk a duty your character is weakened, and when in your life a crisis occurs, demanding courage and determination, you will lack these qualities. They have been worn away by continuous weakness in smaller trials and will not respond when called upon.

RESPONSIBILITY

All work involves a degree of responsibility. No matter how subordinate your position is, you are responsible for doing to the best of your ability any task that may be set.

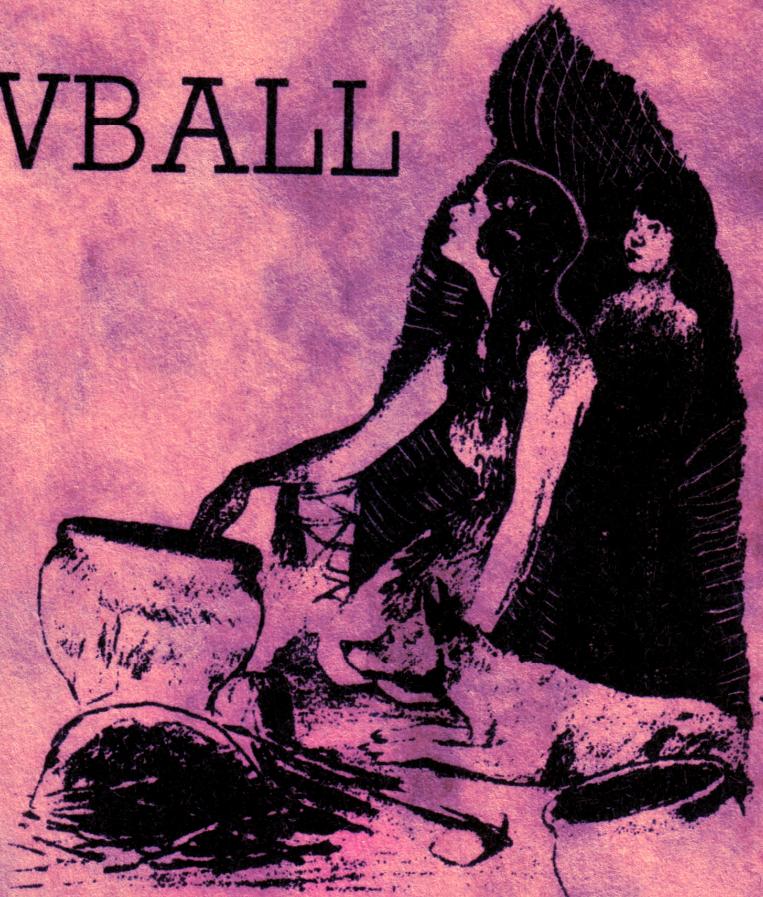
Steady work and conduct are the only royal roads to advancement, and the difficulties in the way can be surmounted by a man with the right mental training. Many men have failed to realise their opportunities, because they have never troubled to think about what was required of them in the scheme of modern business. They have pursued their way with moderate interest until valuable years have slipped by. Their value has depreciated and they have not known it until too late.

A man of this type receives a rude awakening if anything should occur to the fortunes of his firm, causing him to seek another position. He did his work well enough, but did not think it worth while to qualify for better work. He is unable to urge much experience, or knowledge of other branches of his trade. In the competition for vacant positions he is badly handicapped.

But a man who is efficient in the sense of the word conveyed by this Brochure will, in such circumstances, *improve* his prospects, if forced to change. The new environment will give greater scope for practising the knowledge and experience already gained. His merits will be easily recognised.



THE ROLLING SNOWBALL



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Travelling along
The Golden Pathway

Subject :
The
Rolling Snowball



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THE ROLLING SNOWBALL

Most of my British nephews and nieces will have made a huge snowball, crunching some snow into the shape of a ball, and then rolling it along the ground and through the drifts. As it rolls it grows bigger, for the snow underneath sticks to it, and soon it is too big to move single-handed, and two or three children have to push all together.

Our knowledge of any subject grows like that. One man may shape the first little ball, devoting all his life and energy to the task. Others may come to help him, or may take over when he dies, and then the snowball quickly grows. Sometimes, however, a snowball may lie neglected for years or even centuries, perhaps forgotten, perhaps disregarded because any further progress seems impossible.

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The discoveries made in those early days were very simple indeed, but they were of the utmost importance to Primitive Man. They gave him tools and weapons, but they also gave him something even more valuable. They literally set him thinking, and they gave him a first taste of the delight that comes when a problem has been solved. He had achieved something, and he wanted to achieve more. He had set in motion some of the Snowballs of Knowledge, which have ever since been rolling along and increasing in size.

From his discovery that wood floated on water he learned to build boats ; then he began to realise that the land and sea about him were but a part of a big world, and he set sail in his boat to learn something about those lands which he had never seen. At first he was rather frightened ; he wanted to keep within

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sight of the shore lest, in going too far out towards the horizon, he might fall off the Earth ! That sounds very funny to us, but it was no laughing matter to him. He was launching out into the unknown, not knowing what dangers might lie ahead. Not until some time later did he discover that the world was round.

The story of each boy and girl to some extent repeats the story of the human race. You know how helpless a baby is, but even a baby can do some things without being taught. He can cling to your finger, for example, or empty his milk-bottle. When he first goes to school he is puzzled by simple problems, but, as he grows older and his mind develops, he is able to solve much more difficult ones. He remembers what he learnt before, and that makes new learning

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easier. Each exercise has strengthened and improved his mind just as physical exercises strengthen his muscles.

For many thousands of years the progress of the human race was slow. The first turn of speed came in Egypt and Mesopotamia ; there was another spurt, later, in Greece and Rome, but this was followed by the Dark Ages when the movement, if any, was in reverse. What is called the Renaissance, or new birth, of Learning came in the 15th century, greatly helped by the invention of printing, and since that time progress has been made at an ever-increasing speed.

Less than two centuries ago, for example, the only means of travel or of conveying goods by land was by horse-drawn vehicles along ill-made roads, deserts of choking dust in

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summer, and quagmires of sticky mud in winter.

DISCOVERY

Man has ever been tireless in his quest after adventure, in his desire to penetrate the unknown. Not for him the homely trodden ways, the familiar paths, but the lure of adventure. Often he has had to face the hostility and criticism of the uninformed, and has had to rise superior to the indifference of many, but always he has struggled on until he reached his goal or blazed the trail for others.

In every field of human endeavour the path of the pioneers has been made difficult by the doubts of those whose vision is limited to the risks involved and the apparent absence of likely practical benefits.